

## **Conversations with The Conversation, Martin LaMonica, The Conversation Deputy Editor**

Martin LaMonica joined the summit from his office in Boston via Zoom.

He introduced the session by explaining that The Conversation is a free online news service that provides short, readable articles by academic and expert sources in a number of fields of study. The Conversation's mission is to help the general public "make sense of the world" by unpacking a range of subjects from arts and culture to health, politics, science, technology, and more.

The editors at The Conversation identify the issues that matter most to the public, are relevant, and are newsworthy. They reach out to leading scholars to seek clarity and perspective on those topics based on their expertise and research. The Conversation provides a forum for academics to publish their own short-form, explanatory articles for public consumption. Contributions can take many forms, such as written pieces, podcasts, or videos. All articles are royalty-free to share, reprint, and republish. In addition to [The Conversation website](#), the service also produces a daily electronic newsletter. As a non-profit organization, the service receives financial support from foundations and member universities.

Writing and collaborating with The Conversation has several benefits for scholars. Chief among those benefits is having their evidence-based articles inform the public discussion and the increased visibility that leads to more scholars citing their work. Some writers have even had their Conversation articles used by Members of Congress in testimony. In addition, by learning how to write short pieces for the general public, academics improve their communication skills.

For authors who have published, The Conversation offers engagement tools that allow them to see who has republished or retweeted their story. LaMonica also talked about how an author can pitch and follow a story idea through to completion. The editorial process at The Conversation can be rigorous; editors work directly with the author through to the final product.

Contact LaMonica via email at [martin.lamonica@theconversation.com](mailto:martin.lamonica@theconversation.com) and follow him on Twitter @mlamonica